

Girl Talk

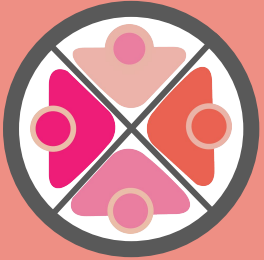


Girl Space

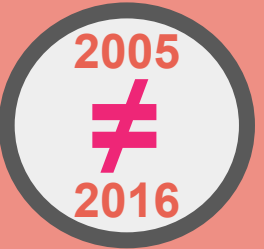
The Problems



No consistent reason for leaders and alumni to visit the website

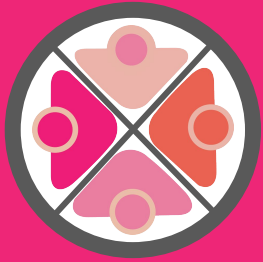


Isolation : No communication with other chapters



Outdated, non-relevant lessons

Our Focus



“We don’t interact with other chapters around us except for when we attend camp together.”

- Girl Talk Research Report

Challenges



Creating a desire to be
a part of Girl Talk



Creating a safe and
inviting atmosphere

The Solution

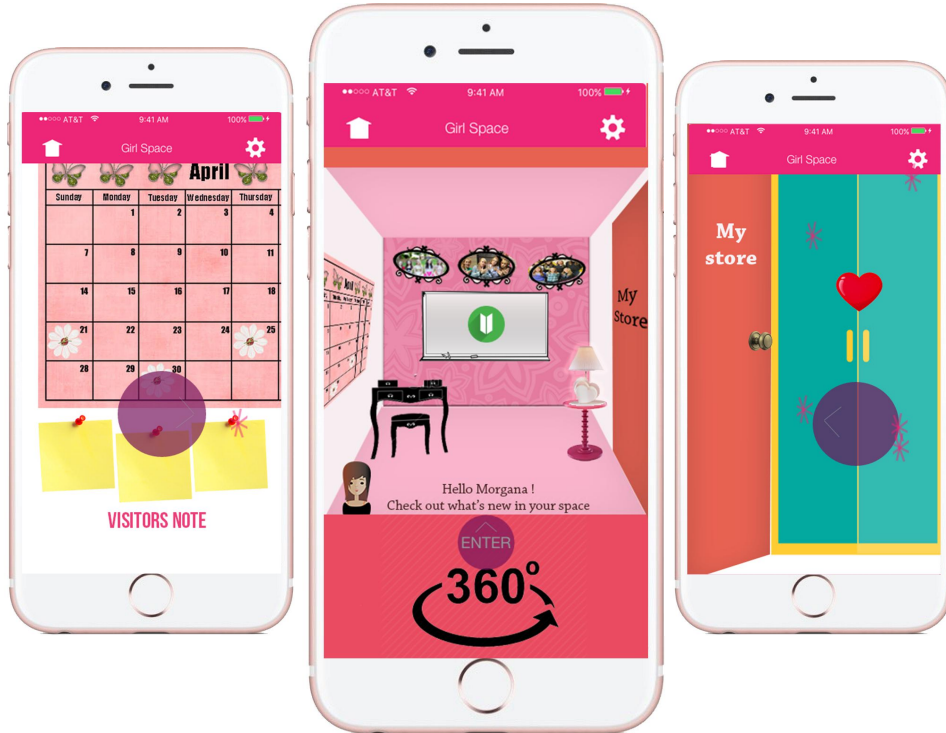
A safe environment
that instills:

- ✱ Togetherness
- ✱ Fun
- ✱ A need to connect



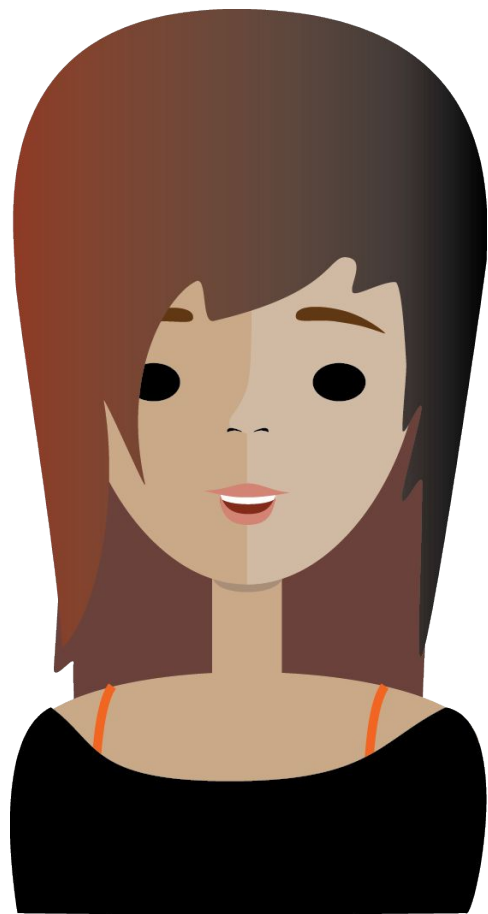
Girl Space

A virtual place for leaders to connect, learn, get advice from alumni, express oneself, and have fun!



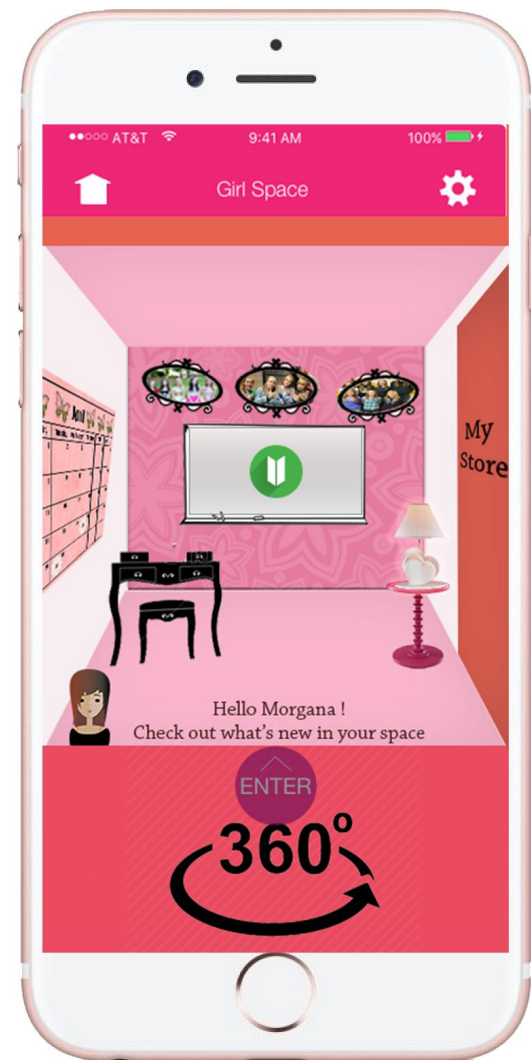
Girl Talk Leader

Meet Morgana. She is a sophomore at Pace Academy in Atlanta, Georgia.



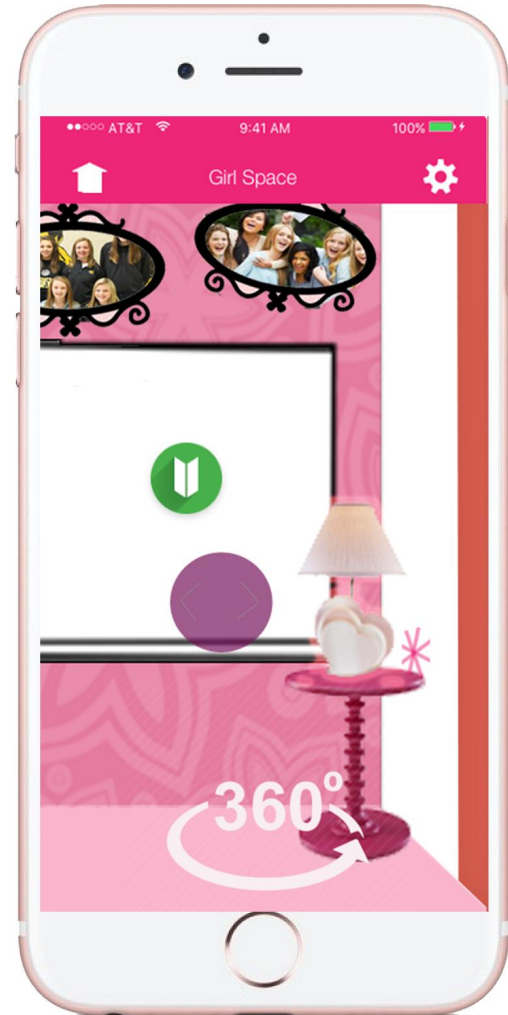
HOME PAGE

When Morgana enters the Girl Space application, she can see a 360 degree view of her room. The application uses 360 degree augmented reality framework so Morgana moves around her room by physically moving her phone.



Front Views

Morgana's room mainly has all her memories from past chapter events, stored in the form of wall frames, some furniture she got as tokens, and a whiteboard which leads her to exciting challenges and suggestions. There are also a few tokens (near the lamp) awaiting every time she logs in to help her earn more points.

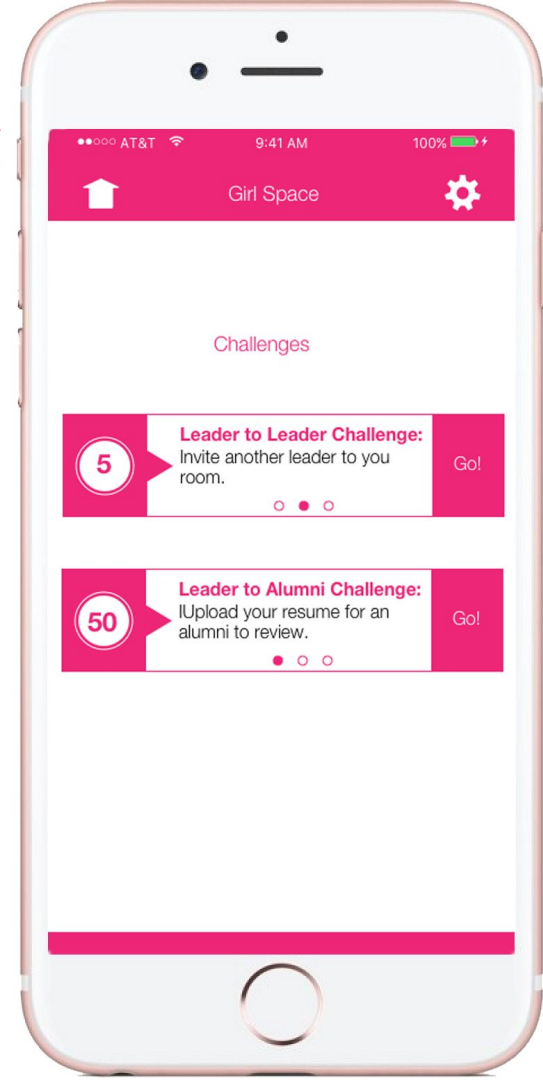


Challenges

Suggestions

Rewards

When Morgana positions her phone to see her white board, she sees the various challenges that are available to her. These challenges allow her to connect with other leaders and alumni and engage in activities that grow leadership and professional skills.

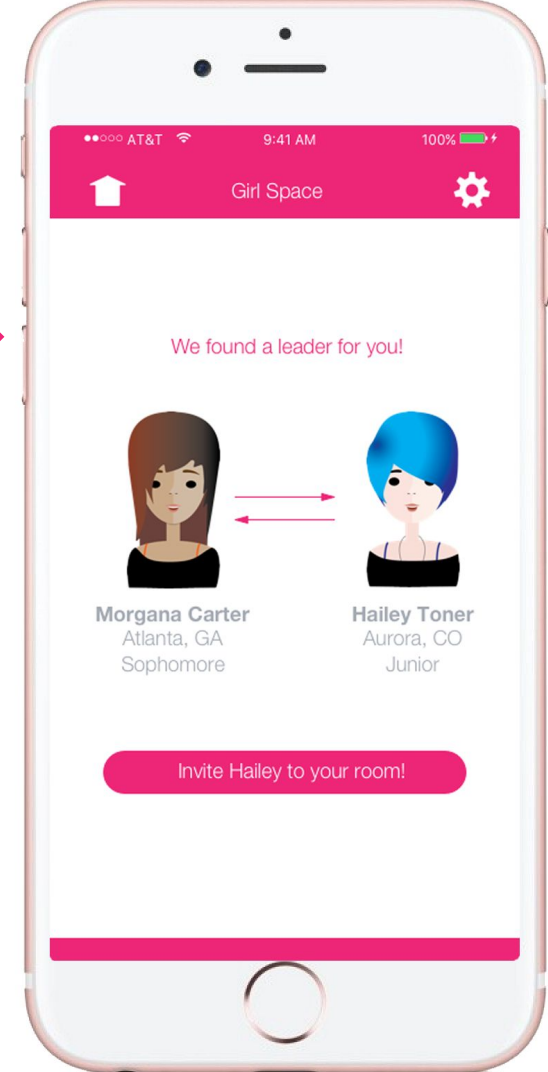


Challenges

Suggestions

Rewards

An example of a **leader-to-leader activity** is inviting another leader into your room. In this activity, Morgana writes a question on the whiteboard about a problem one of her Middle Schoolers is having that she doesn't know how to answer. When Hailey enters the room, she will respond by writing on the whiteboard.

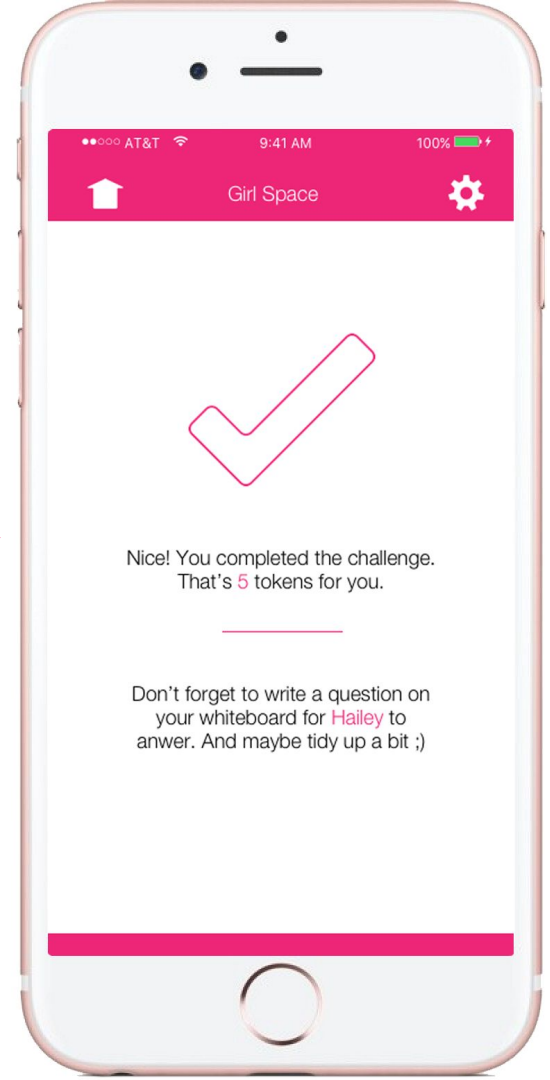


Challenges

Suggestions

Rewards

Morgana earns tokens for each challenge that she can use to purchase items in the store to hang in her room.



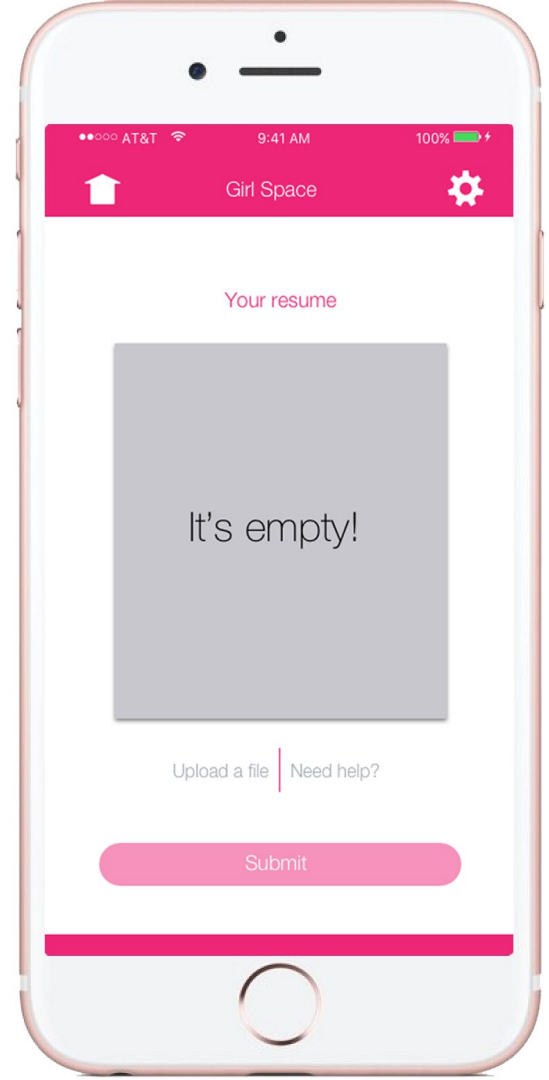
Resume

Upload

Submit

Rewards

This is an example of a leader to alumni challenge. Here, Morgana is challenged to upload her resume for an alumni to review.



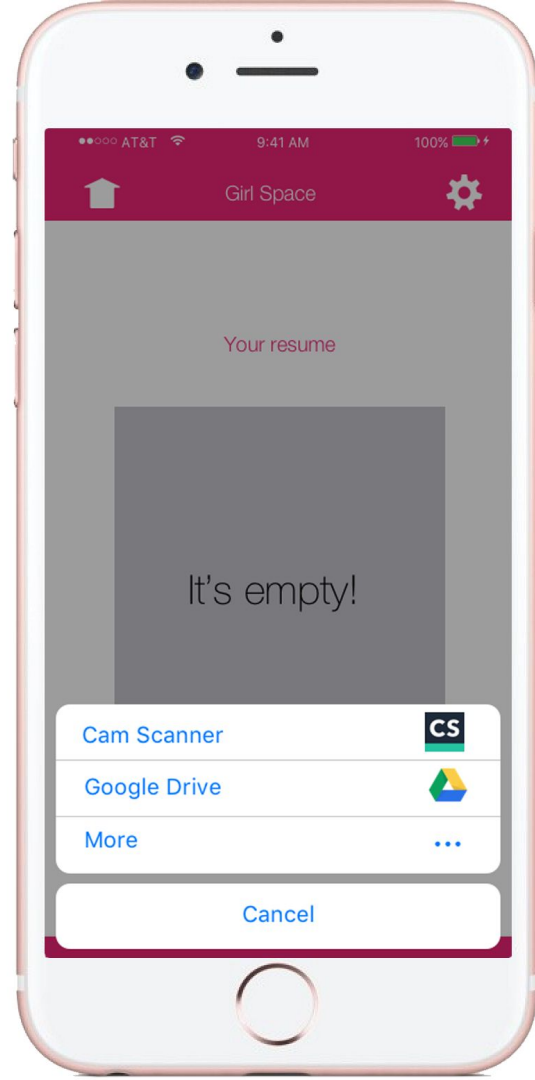
Resume

Upload

Submit

Rewards

Morgana can easily upload her resume on her mobile device.



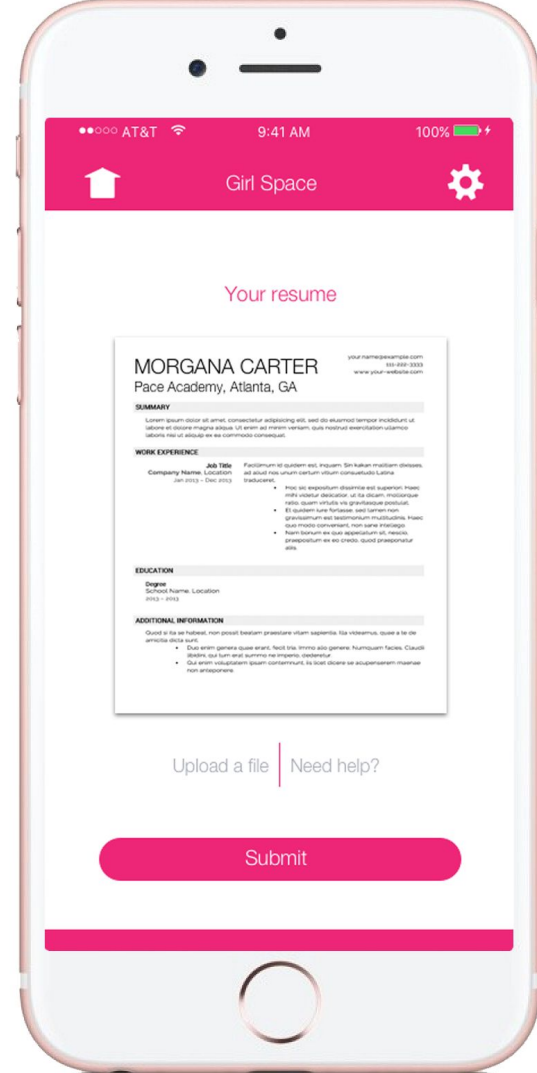
Resume

Upload

Submit

Rewards

While leader to leader challenges encourage connection between the leaders, leader to alumni challenges encourage professional and leadership skill development.



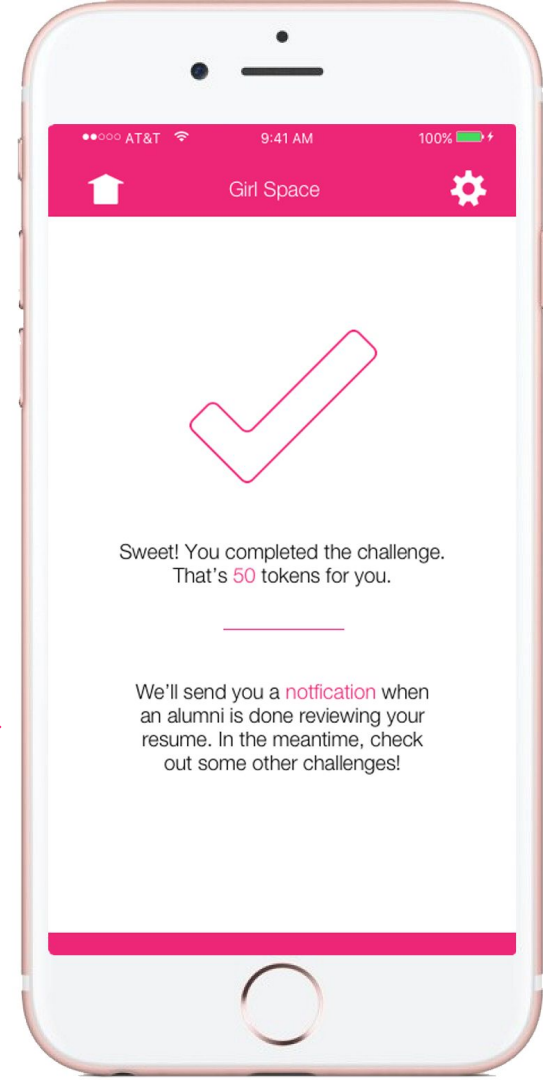
Resume

Upload

Submit

Rewards

Since Morgana's phone is never far from her, she will receive a notification when the alumni reviews her resume and uploads it to the app.

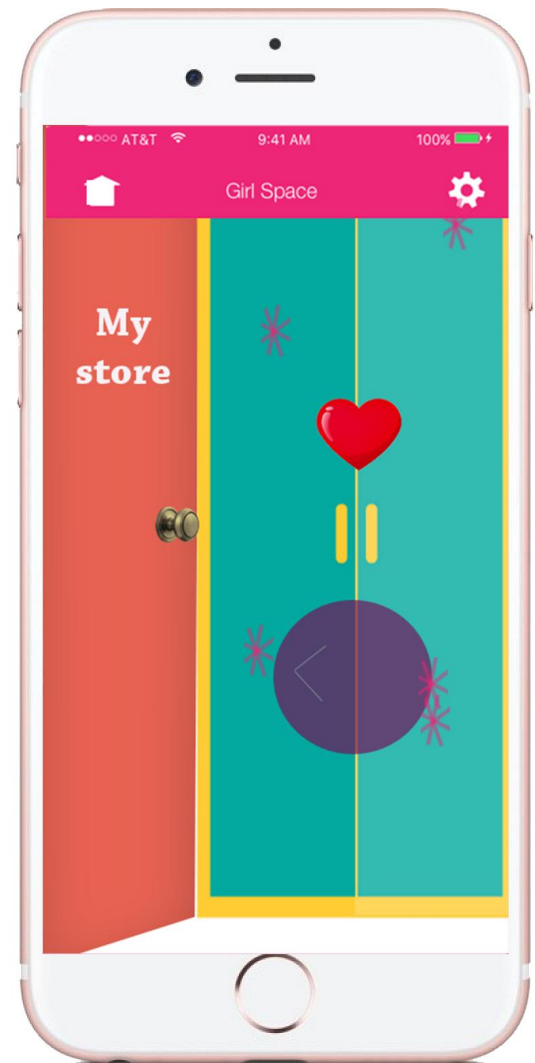


Front views

Store room view

Calendar view

Once Morgana has accumulated some tokens, she can visit the store.



Front views

Store room view

Calendar view

Morgana can view her calendar here that has all of the upcoming Girl Talk events. When Hailey visits her room, she can get a feel for what the other chapters are doing. Hailey can also leave testimonials for Morgana on the sticky note



Login

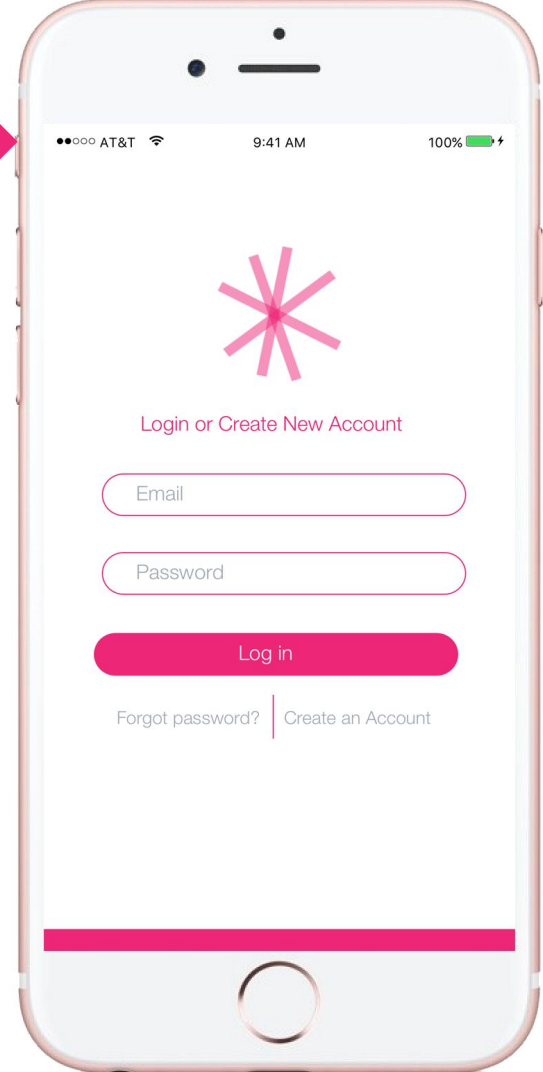
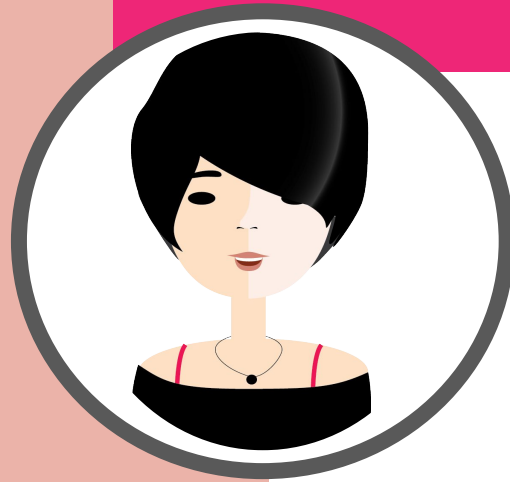
Find Chapter

Select Chapter

Access

Morgana loves the app
and tells her friend **Lucy**
about it.

Lucy downloads the
application and creates
an account.



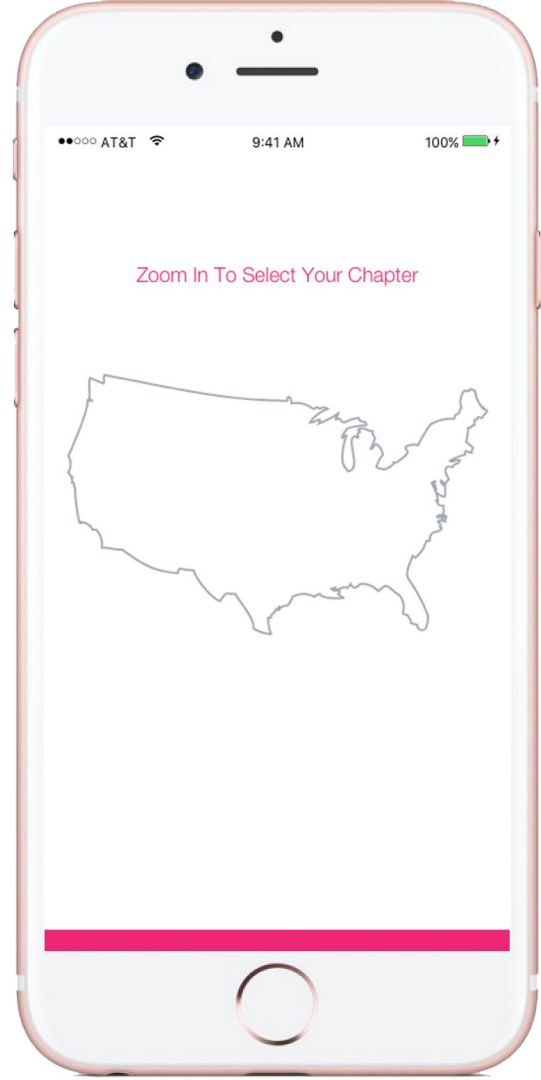
Login

Find Chapter

Select Chapter

Access

She has to register with her chapter so she uses the map to find it.



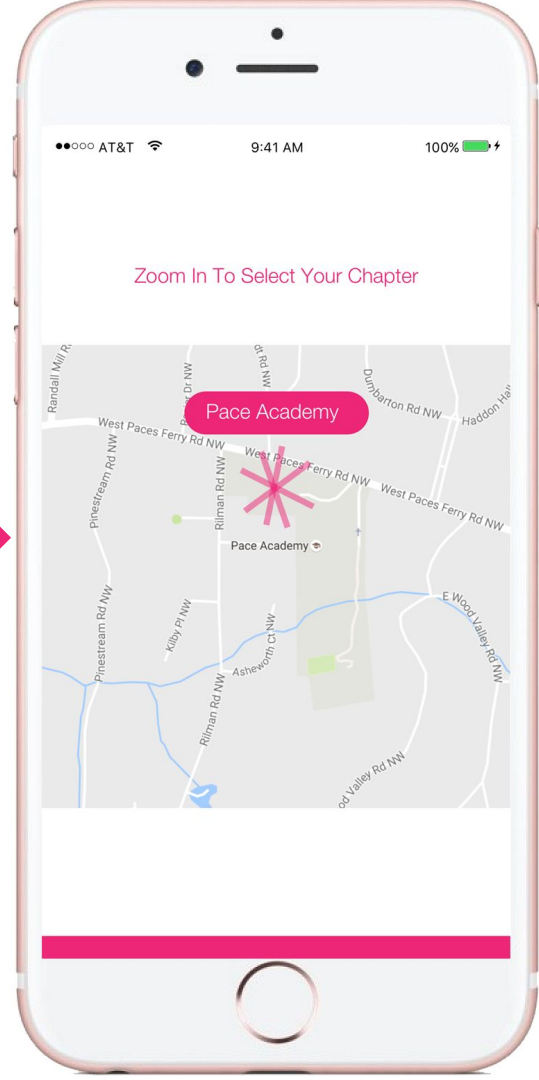
Login

Find Chapter

Select Chapter

Access

Lucy sees Pace Academy and selects it.



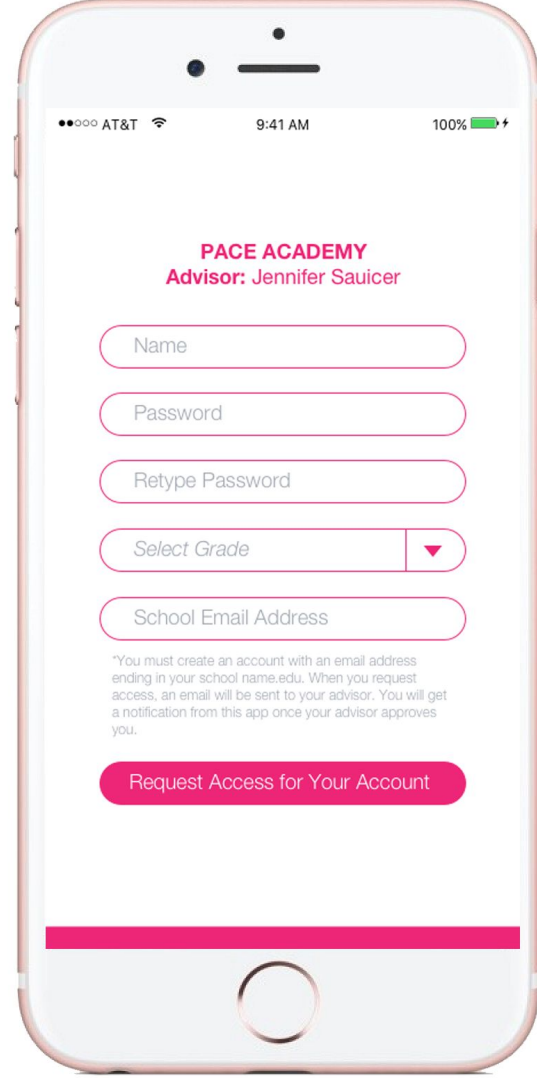
Login

Find Chapter

Select Chapter

Access

Lucy fills in the necessary information. For security measures, she must sign up with her school email address. When she requests an account, an email is sent to her advisor who must verify that Lucy is in fact a Girl Talk leader at that chapter.



The image shows a smartphone screen with the PACE ACADEMY login and registration interface. At the top, the status bar shows AT&T, signal strength, Wi-Fi, 9:41 AM, and 100% battery. The app header displays "PACE ACADEMY" in bold pink and "Advisor: Jennifer Sauicer" in pink. The form consists of several input fields: "Name", "Password", "Retype Password", "Select Grade" (a dropdown menu with a downward arrow), and "School Email Address". Below these fields is a small disclaimer: "You must create an account with an email address ending in your school name.edu. When you request access, an email will be sent to your advisor. You will get a notification from this app once your advisor approves you." At the bottom of the form is a pink button labeled "Request Access for Your Account". A thick pink horizontal bar is visible at the very bottom of the screen.

●●●● AT&T 9:41 AM 100% 🔋

PACE ACADEMY
Advisor: Jennifer Sauicer

Name

Password

Retype Password

Select Grade ▼

School Email Address

*You must create an account with an email address ending in your school name.edu. When you request access, an email will be sent to your advisor. You will get a notification from this app once your advisor approves you.

Request Access for Your Account

Prototype



View our **interactive prototype** at:

<http://adobe.ly/2dgbfCG>

Our Inspiration

Augmented Reality



- **Jonathan Ravasz' Resume:** To view the experience we envision for our design, please visit this website on your mobile device and select 'Interactive Experience'
 - <http://share.framerjs.com/ojd9q3dg5xem/>
- **Pokemon Go:** This game captivated the nation so we are capitalizing on the excitement and interest of augmented reality in gaming.
- Coding platforms currently available, like Unity, has made it easy to develop 360 degree view applications.

Considerations



We understand that our design will require **initial support** from Girl Talk HQ including:

- Creating and maintaining challenges
- Curating content for the challenges
- Getting chapters to know how and use the application

However, our solution is worth the investment and can potentially **transform into a crowdsourced model**.

Future Strategies



- **Reward system/incentives for alumni** to increase their participation and engagement
- **Expand products** available in the store including clothes and accessories for the avatars
- **Hidden surprises** to incentivize leaders to participate in more challenges.
- Explore the potential of expanding the application to the **Middle School members**.

Thank you!



TEAM 5



Maggie Criqui



Naveen Sreenivasan



Cheryl Wellum